



COMPANY OVERVIEW

Endai Worldwide has been building Internet businesses from its headquarters in the historic South Street Seaport since 1999. The company has become a mature and respected Internet marketing brand, providing marketers in several vertical industries with full service online marketing strategy and programs. Endai Worldwide is organized around three client service areas: Agency eServices, Direct Response & Publishing, and Marketing Technology.

□ ENDAI AGENCY E-SERVICES

Our eServices division specializes in strategy and acquiring prospect traffic online. They ensure that traffic we drive is meticulously converted to leads or sales at our client's websites. This is accomplished by leveraging cross client learning and experience, buying power and media relationships, and leveraging our GlobalTraq™ metrics technology to measure and optimize results. Specific areas of expertise include: natural search engine optimization (NSEO), and sales conversion optimization and integrate large legacy systems and databases with our client's websites creating efficiencies in process and rich end user experiences.

□ ENDAI DIRECT RESPONSE & PUBLISHING

Our Direct Response & Publishing division provides marketers with two essential products: The ProfitCenter™ Network and our FreeRide.com consumer website subsidiary. Both products offer direct marketers efficient cost-per-action marketing vehicles –through these tools, clients *only* pay for actual leads or sales generated – *there is no waste*. ProfitCenter is a network of 2,200 websites that produces hundreds of thousands of leads, applications and sales each month.

□ ENDAI MARKETING TECHNOLOGY

Endai Worldwide offers clients the tools required to succeed in online marketing, including QuadraMail™ (a turnkey ASP email marketing platform) and GlobalTraq™ (an ad tracking tool). Clients use QuadraMail™ through a web browser from any location to reach customers and prospects by email. GlobalTraq™ records metrics on the performance of email and advertising campaigns online in real-time. GlobalTraq™ can monitor hundreds of ads, emails, and websites concurrently, and provides data that enables us to make changes to campaigns to improve results.

OUR APPROACH: *THE ENDAI EFFECT™*

We believe that while the Internet *really has* changed everything, marketing online is, at its core, the same as all the years of marketing that preceded it. Tools and terminology have changed substantially –but the core of what we do is still finding the right customer, and delivering the right offer, to cost effectively produce leads, sales, and consumer experiences that have measurable economic value. We partner with clients with whom we can develop marketing programs that are highly scalable to substantially grow their businesses. To discuss your business and your needs with our CEO Michael F. Ferranti, contact him directly at 212.405.1881 or mferranti@endai.com.

